
PENNSYLVANIA LIQUOR CONTROL BOARD

Resolution

No. 1 of 2010

Introduced by Chairman P.J. Stapleton III

and Members Thomas F. Goldsmith and Robert S. Marcus

A RESOLUTION

Encouraging licensees of the Pennsylvania Liquor Control Board (“Board”), manufacturers, and suppliers to cease the marketing, promotion and sale of malt or brewed beverages infused with caffeine, more commonly referred to as “alcoholic energy drinks,” so that federal and state authorities may further evaluate the growing research indicating adverse health effects associated with consuming such products.

WHEREAS, the enactment of the Pennsylvania Liquor Code is expressly deemed an exercise of the police power of the Commonwealth for the protection of the public welfare, health, peace, and morals of the people of the Commonwealth;

WHEREAS, the express purpose of the Liquor Code is to establish distribution systems for the sale of liquor, alcohol and malt or brewed beverages which take place within the Commonwealth through the instrumentality of the Board, without which systems the Commonwealth’s control of the sale of liquor, alcohol and malt or brewed beverages and the Commonwealth’s promotion of its policy of temperance and responsible conduct with respect to alcoholic beverages would not be possible;

WHEREAS, certain malt or brewed beverages infused with caffeine, taurine, guarana, ginkgo biloba, ginseng, or other chemical or herbal stimulant ingredients, often referred to as “alcoholic energy drinks,” have become increasingly popular, especially among young drinkers;

WHEREAS, developing research indicates that these products may encourage dangerous consumption patterns, as such products couple malt or brewed beverages

containing a high alcohol content with the stimulating effect of caffeine or other ingredients;

WHEREAS, certain government agencies are concerned that these products are being marketed towards young drinkers and that they are marketed in a way that produces false impressions of the products' effects;

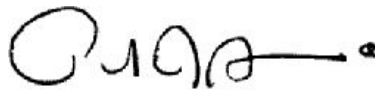
WHEREAS, various studies are being conducted to evaluate the potential health effects of consuming such alcoholic energy drinks; therefore, be it

RESOLVED, that the Board, in the interest of protecting the public welfare, health, peace, and morals of the people of the Commonwealth, and to promote the Commonwealth's policy of temperance and responsible conduct with respect to alcoholic beverages, encourages manufacturers and suppliers of such alcoholic energy drinks to cease the marketing, promotion and the sale of such products until health impacts are fully understood and disclosed to the residents of the Commonwealth;

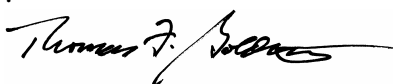
RESOLVED, that the Board encourages its licensees, including importing distributors, distributors, and retail licensees, to limit the marketing, promotion and the sale of such products to the residents of the Commonwealth until health impacts are fully understood and disclosed;

RESOLVED, that the Board encourages federal funding to increase research into the combination of alcohol and energy products with an emphasis on their impact on abusive drinking patterns and underage drinking;

RESOLVED, that the Board believes the residents of the Commonwealth need to be made aware of any possible detrimental health impact such products have and that every precaution be taken to see that such products and marketing not encourage over consumption and/or target consumers under the age of twenty-one (21).



PATRICK J. STAPLETON III
CHAIRMAN



THOMAS F. GOLDSMITH
MEMBER



ROBERT S. MARCUS
MEMBER